



Newhouse Marketing and Communications Intern

Description of the Organization

Newhouse seeks to break the cycle of domestic violence by providing the tools that allow individuals and families to make positive choices and lead self-sufficient lives. For more information on Newhouse programs, visit newhouseshelter.org.

Description of the Internship

The Newhouse Marketing and Communications Intern will work with a small team and gain valuable insight into the marketing, communications and PR needs at a small and growing nonprofit. The majority of his/her responsibilities will include managing the Newhouse social media presence, writing for email newsletters, identifying and pursuing new digital influencer/PR opportunities, and other marketing related research tasks. This intern may also support event management projects as needs arise.

Newhouse is a small team and values interns who are self-starters and can identify creative and achievable marketing opportunities for the organization. Interns are given guidance and training, but also entrusted with a fair amount of independence to take ownership over specific projects of interest.

Responsibilities May Include

Social Media

- Maintain and promote the Newhouse online presence via: Facebook, Twitter, LinkedIn, and other online marketing vehicles (content scheduled via Hootsuite)
- Support the development of a pipeline process for internal sourcing of social media content (repurposing content from newsletters, sourcing content from Newhouse staff & board members, etc.)
- Research social media presence of other KC metro area domestic violence shelters as well as nationally recognized shelters and other domestic violence organizations; compile recommendations re: social media tactics to deploy at Newhouse

Email Newsletter

- Draft copy and visual elements for email newsletter outreach
- Support drafting and scheduling of email content (via Constant Contact)
- Support email database management

Creative Content Creation

- Draft creative storytelling pieces to assist in sharing the impact and success of our work with our community – this may include articles for newsletters, long-form social media campaigns, videos projects, content for print pieces, etc. Projects will vary based on intern skill sets.

PR/Influencers

- Support internal PR outreach efforts, including managing PR contact database & drafting pitch emails for journalists

Office Management

- Support ongoing operational needs of a growing non-profit, including some light administrative work (less than 10% of the job)

Qualifications

- Previous work experience in a marketing or communications position is preferred but not required
- Strong writing and communication skills
- The ability to work independently on projects
- A high level of computer proficiency
- A familiarity with non-profit usage of social networks (specifically Facebook, Twitter & LinkedIn)
- Basic familiarity with graphic design or video software preferred but not required

Dates

Dates are flexible, but minimum 2 month commitment

Compensation

This is an unpaid internship. Parking is free and lunch is provided at the shelter.

Time Commitment

15 hours (2-3 days per week)

Reports to:

Stephanie Neiger

Communications & Events Manager

Newhouse

P.O. Box 240019 • Kansas City, MO 64124
P: 816-474-6446 • F: 816-474-4157 • newhouseshelter.org

To apply:

Email resume and cover letter to stephanien@newhouseshelter.org. Please put "Marketing and Communications Intern" in the subject of your email.

Newhouse

P.O. Box 240019 • Kansas City, MO 64124
P: 816-474-6446 • F: 816-474-4157 • newhouseshelter.org